world news wire

JOHANNESBURG—McCann-Erickson Worldwide has bought 100% interest in G. de Villiers & Co., South Africa's ninth-largest agency, with 1983 billings of $29 million.

PARIS—The United Nations Educational, Scientific & Cultural Organization has picked Wagner & Baroody, a public relations company in Washington, to improve the organization's image in the U.S. No budget figures available.

MELBOURNE—Mars Confectionery plans to roll out M&M's candies in Australia later this year following lengthy tests in Brisbane. George Patterson Pty. is handling the test, using the traditional theme "Melts in your mouth, not in your hand."

SYDNEY—Leigh-Mardon moved its $2 million consumer products account to Campaign Palace from Forbes, Macfie, Harman.

LONDON—Robert Maxwell, new owner of Mirror Group Newspapers, has postponed the launch of a new London evening newspaper until next spring. A fall launch had been planned.

HELSINKI—The Finnish government failed to include a proposed ad tax in next year's budget, but many advertisers and agencies will continue lobbying against the proposal, fearing the issue will resurface.

PARMA, ITALY—Europe's largest dairy company, Parmalat, plans to launch Bouquet wines in Tetrapak cartons instead of bottles this September in Italy and then the U.S. Advertising is handled in-house in Italy and by Wellington & Messina in the U.S.

TORONTO—Cantel Ltd. has picked Young & Rubicam to handle the $1 million launch of Canada's first cellular radio-telephone service.

SAO PAULO—Gustavo Cubas, president of Publicidade Siboney agency, plans to start a weekly Portuguese-language news magazine called *Afinal* (Finally) in September. The publication will be Brazil's fifth news magazine and as such is considered a high risk.

SYDNEY—Keywest Investments has picked Foote, Cone & Belding to handle its $1 million Yomix yogurt account, previously handled by J. Walter Thompson Co.

MADRID—Tabacalera, the Spanish government cigaret monopoly, will launch two new low-tar cigarets in late September. Lucky Strike Lights and Royal Crown Lights will be introduced with $530,000 and $470,000 ad campaigns via Carvis Needham.

in the news

Account changes

Arby's, Atlanta, to **Cole Henderson Drake** to develop advertising aimed at luring new franchisees for the fast-food chain. Grey, New York, remains Arby's national agency.

Advertiser people

Richard Mitchell to vice-chairman and chief administrative officer from exec vp-chief administrative officer, Zale Corp., Dallas. In his new post, he joins **Martin Zale**, vice-chairman for international operations. **H.R. (Randy) Lively** replaces Mr. Mitchell, moving to exec vp-administrative services from president, Jewelers Financial Services, Zale's credit subsidiary. Also moving at Zale, **David Gan** to the new post of chairman-merchandise services group, from senior vp-corporate development and planning from vp-corporate planning and analysis, replacing Mr. Gan.

Media people

Saul Goldweitz to chief executive officer, assuming new responsibilities, Cahners Publishing Co., Boston, in addition to his duties as president. Also, **Ronald Segel** to exec vp-chief operating officer, a new post, from financial vp in addition to his duties as chief financial officer.

Media moves

Paramount Television Domestic Distribution, Hollywood, is developing a magazine based on "Entertainment Tonight," its syndicated tv series. The publication would focus on entertainment.

Olympics win record tv viewing audience

By DIANE MERMIGAS

To the surprise of some ABC executives, the Summer Olympics emerged as the most-watched tv event ever presented by a single network.

An estimated 180 million people in the U.S. watched all or part of ABC's 180 hours of exclusive Olympics coverage from Los Angeles July 28 through Aug. 12 in all dayparts.

National ratings available from A.C. Nielsen Co. this week showed ABC's nighttime coverage of the games (beginning at 7 p.m. and extending into late night) averaged a 23.5 rating/45 share over the 16 days. Prime time coverage of the games for the two weeks averaged 25/45—meeting ABC's earlier projections that the Olympic Games would sustain a 25 rating in prime time.

The network also is likely to meet its national projection of a 10 rating in daytime for the games, although final daytime statistics won't be available until later this week.

Viewing levels for the summer games beat previous records set by major tv events such as ABC's "The Winds of War" miniseries (viewed by 140 million persons) and the original "Roots" (135 million persons).

They also exceed the 140 million persons who watched all or part of ABC's 76½ hours of exclusive coverage of the 1976 Summer Olympics in Montreal, which nationally averaged a 24.8/28 in prime time and a 16.2/49 in daytime. However, one ratings point is worth more today (838,000 tv households) than in 1976 (696,000 tv households).

Abnormally high summertime tune-in prompted by the summer games pumped up homes-using-tv levels 9% over the same two weeks in 1983.

Among the three networks, ABC's Olympics viewership gave it a 15 ratings point lead over NBC, its nearest prime time competitor, for the weeks ending Aug. 12 and Aug. 5.

For the week ending Aug. 12, ABC averaged 24.9/44.9 in prime time, compared with 9.6/16.9 for NBC and 8.9/15.8 for CBS.

ABC officials reiterated this week that high ratings for the games eliminate the need for ABC to provide advertisers with make-goods, as it did when it did not deliver the promised number of viewers during the Winter Olympics (AA, Aug. 13). ABC will reap $435 million from the sale of national ad time during the summer games.

The Aug. 12 closing ceremonies, which included coverage of the men's marathon, ranked as the highest single-night coverage with a 28.9/53. An estimated 97 million people watched all or some of the telecast.

Aug. 12 also yielded 17.7/46, the highest overnight daytime average for the games generated by the eight metered markets.

A beneficiary of the Olympics was ABC's "World News Tonight," which for the second consecutive week finished first in the evening news race. "World News Tonight," which usually ran outside its normal time period and was not carried by 33 ABC affiliates during the Olympics, averaged 10.4/24 for the week ending Aug. 12. "The CBS Evening News" averaged 9.5/20 and "The NBC Nightly News" 7.6/16.#

Marketers, athletes in golden match

(Continued from Page 1)

in women's service magazines.

The ads continue the Freeport, Me., runner's year-old relationship with the food unit of Castle & Cooke, San Francisco. She has been a Dole presenter in pre-Olympic tv spots via J. Walter Thompson, USA, San Francisco. Dole is putting together a new comprehensive, corporate-type campaign featuring Ms. Benoit as a health and fitness spokeswoman.

In Mr. Breland's case, his adviser, Shelly Finkel, said only that the boxer is involved in serious discussions with the network. The pact also involves other, unidentified gold medalists, he said.

Advertisers generally reacted positively to a possible Breland-ABC deal because of Mr. Breland's Olympic success and audience exposure. While Anheuser-Busch has beer exclusivity on ABC's "Wide World of Sports," events airing outside the anthology format could attract other beer marketers.

"We're interested in competitive fights," said David Martin, exec vp, Stroh Brewery, Detroit. "But we would want to take a look at who [Mr.] Breland and any other Olympians would be up against."

Steve Leff, exec vp, Backer & Spielvogel, which handles Miller Brewing Co., Milwaukee, said that even without knowing the details, "It still sounds like something worth talking about."

Mr. Finkel indicated that only one fight in any package deal would be held in 1984, tentatively in November.

"We have had discussions and we are interested," said Bob Iger, ABC Sports' director of program planning. But he said no agreement has been reached.

Another network sports executive, though, said he believed the deal had been consummated. "If Shelly didn't have ABC signed up lock, stock and barrel, he would have been banging down my door," he said.

One scenario under discussion is reported to be a four-fight deal featuring Mr. Breland in two six-round and two eight-round bouts. ABC would pay him $250,000 per fight. Dates, sites and opponents have not been determined.

"ABC's ride is predicated on the fact that [Mr.] Breland now has the audience following, can move into 10-rounders and by the end of 1985 be in title contention," said a network executive who declined to be identified. ABC followed a similar strategy with 1976 Olympic gold medalist Sugar Ray Leonard.

Ms. Retton's new agent is National Media Group, New York, and a tv packaging company, High Bar Productions. The company is the tv representative of the U.S. Gymnastics Federation, Indianapolis.#

Shops' 2nd quarter strong

(Continued from Page 2)

folio. NCK left FCB much more heavily exposed to the vagaries of international currencies. The dollar proved to be stronger than FCB anticipated.

Moreover, FCB's stock portfolio declined, yielding a $1.3 million pretax market valuation loss by the end of the quarter, $540,000 of which was recouped by Aug. 8 as the stock market rallied.

"These factors, together with higher costs than we expected in office consolidation related to our international acquisitions, caused our net income for the first half of the year to be lower than we anticipated," said FCB president Norman Brown.

Not included in the chart is Ally & Gargano, which finished its fiscal year June 30 and has not yet reported yearend figures. Also not included is Saatchi & Saatchi Compton Worldwide, which does not report quarterly figures, but which had a very strong last half for its April-to-March fiscal year. Reflecting other agencies' upward trend, Saatchi's last-half net income for the six months ended March 31, 1984, more than doubled to $8 million from 1983.#

Prince, Jackson fashions due

(Continued from Page 1)

new look for the Peter Pan of rock, he said.

But the lag up to the time products hit stores—coupled with the absence of official licensed designs right now—is prompting some skepticism among retailers.

"Anything coming out after the next few months might be late," said Rick Conti, associate buyer for J.C. Penney Co. "It all depends on how long he [Mr. Jackson] is in the limelight."

So far, the singer has made all the right moves in keeping his awareness level at top of mind. There was the "Thriller" video in late 1983 and the Victory Tour this year. Next on tap is the movie that fans have awaited for two years.

"I can only tell you that Michael is planning one of the biggest movies ever to come out of Hollywood with George Lucas and Steven Spielberg," Mr. Michaelson said. "The projections are staggering."

But fashion is fickle and doesn't always see eye to eye with artistic longevity. "We already see it on the wane in some of our stores," said a men's and boys' wear executive with Belk Stores, Charlotte, N.C., of the unofficial Michael Jackson clothes now in stores.

Skepticism over the line's potential riches also stem from the financial arrangements with Mr. Jackson.

Mr. Michaelson called "plausible" reports that Stadium is paying the performer about $22 million to use his name. There's an unusually high 15% royalty on the apparel—usually they're no more than 7%.

The main body of the Jackson clothes, some of which will be designed by Alvin Bell, will be preceded this fall by caps and sleepwear. Although the first licensing agreements will go to boys' and men's apparel marketers, Mr. Michaelson wants to offer a women's line with unisex appeal. "I was surprised, but his look does appeal to girls," he said.

Competition could come from the Prince/"Purple Rain" label, though plans for those are more tentative. "Purple Rain" already has licensees for buttons, t-shirts and the usual promotional hoopla. LCA marketing director Len Reiter said, "We're looking at full fashion clothing and sportswear."#

Today on-air spots readied

(Continued from Page 1)

announcer says in the radio spot. "In 1984, the sponge gives you a new choice. . .Now you can have spontaneity and protection. Without the worry of hormonal side effects."

In playing up health concerns about contraceptive devices, the company is attempting to appeal to women dissatisfied with their current method of birth control.

Radio spots have been accepted by stations in Boston, Chicago, Cleveland, Dallas, Los Angeles, New York, Sacramento, San Diego, San Francisco and Seattle. In addition, ads are to be run on Turner Broadcasting System's WTBS superstation, USA Cable Network, Lifetime, other cable operations and independent tv stations.

The company also is expanding its use of print ads, running coupons in newspapers and scheduling ads in women's and health magazines to begin in October. One magazine that has refused ads is Time Inc.'s *People*.#

C2710-1

Monday, August 20, 1984

Advertising Age®

The International Newspaper of Marketing © Entire contents copyright 1984 by Crain Communications Inc. All rights reserved.

Sassoon first to cut deal?

Keeping up with Mary Lou

By ROBERT RAISSMAN

The day before the Summer Olympics ended, women's over-all gymnastics champion Mary Lou Retton was in Houston trying to come to grips with what Reggie Jackson had once called "the magnitude of me."

"John," said the diminutive Ms. Retton to her agent, John Traetta, "wherever I go, people recognize me, and I have to be concerned. I've got to learn how to deal with this."

The tiny 16-year-old's statement was music to Mr. Traetta's ears. He had quietly pursued Ms. Retton through her coach, Bela Karolyi, for about two years, but did not become her agent until that Saturday in Houston.

While winning the gold had forever changed Ms.

(Continued on Page 74)

Olympian Mary Lou Retton runs her fingers through her brunette hair—tresses that may be considered golden locks by Vidal Sassoon.

Photo by World Wide

Ad cameras ready to roll at GOP party

By SARAH STIANSEN

DALLAS—The Tuesday Team marches into town this week, armed with cameras and film to help create the 100 commercials planned by the Reagan-Bush '84 campaign.

With the Republican national convention expected to generate little excitement, this team of high-powered admen could turn the gathering into one big commercial shooting, with an army of ready extras on hand in the form of 2,235 delegates.

How the commercials will be used is a matter of speculation, but details of the $40.6 million campaign are beginning to gel as the convention opens here today.

Doug Watts, campaign media director, while holding elements of the media strategy close to the vest, provided some specifics on how the campaign is shaping up.

Sources said the Tuesday Team will have the best vantage point on the convention floor to film new regional tv spots that will include testimonials and crowd footage. These spots, along with national advertising, will break sometime after Labor Day, Mr. Watts said.

"All the significant principals" of the Tuesday Team will be in attendance, said Mr. Watts. The group consists of four teams of creative "all-stars," including one headed by Hal Riney, exec vp-managing director of Ogilvy & Mather, San Francisco. Additionally, Philip Dusenberry, vice-chairman-executive creative director of BBDO, New York, who produced a documentary film for the convention, also will produce spots.

Tv spots will use the president "intensively and extensively" and focus on "Ronald Reagan's leadership," said Mr. Watts. Sixty-second and 30-second ads for the Reagan-Bush team, which ran in May, included no footage of the president other than a photograph at the end. Mr. Watts said those spots "may reappear."

As for specific media plans, Mr. Watts indicated that after tv, radio would be the campaign's "second most important medium." The team also will use outdoor in selected markets, though Mr. Watts would not elaborate on possible strategies.

But the media strategist reportedly told members of a local ad group here last week that the outdoor effort would cost $80,000 and

(Continued on Page 72)

84 Marketing the CANDIDATES

GOP fashions, Democratic spots and more on politics. See Page 72.

Chevy punts on college game

By ROBERT RAISSMAN

Chevrolet is making several strategic moves affecting its tv ad spending that will shift more funds into prime time and at the same time load up buys in ABC's "Monday Night Football." The loser in the new plan is college football, where Chevy is giving up much of its long-standing dominant position.

The General Motors Corp. division is cutting in half its sponsorship in ABC's telecasts of the College Football Assn., said Louis Schultz, exec vp-media director at Warren, Mich.-based Campbell-Ewald, Chevy's ad agency.

Chevy's buy on CBS' college football coverage will remain at four 30-second units and a half-game billboard sponsorship. However, the dollar amount at CBS actually will decrease because the price of college football ad time has dropped by more than 50% from last season.

In cable coverage of college football, Chevy's exposure will be half what it was over the last three years, when it held the domestic automotive exclusivity on WTBS' games.

This fall, the Entertainment & Sports Programming Network will carry CFA cable games.

(The CFA games replace, in part, games formerly sold by the National Collegiate Athletic Assn The U.S. Supreme Court found NCAA guilty of anticompetitive practices in the sale of those rights.)

Chevy's diminished interest in college football on cable this fall is a marked departure from its commitment three years ago. At that time, it assured WTBS that it would commit to a $17 million ad schedule on the station (although not all of that time would run in football), if the superstation could secure the NCAA rights. WTBS won the rights with a $17 million bid.

The cutback in college football spending, Mr. Schultz explained, is just one "strategic move" in a num-

(Continued on Page 74)

Last Minute News

Kentucky Fried gets lode of its own nuggets

LOUISVILLE—Kentucky Fried Chicken has introduced Kentucky Nuggets chicken chunks. The item is testing in 300 stores here and in Oklahoma City and undisclosed markets. The company says Kentucky Nuggets are "competitively priced against McDonald's Chicken McNuggets." Tv and print advertising, via Young & Rubicam, New York, carries the theme "Know your Nuggets. We do chicken right." KFC's move comes as sources report that McDonald's Corp., Oak Brook, Ill., is readying renewed ad support for McNuggets.

Geer, DuBois reaps agricultural account

PARSIPPANY, N.J.—BASF Wyandotte Corp. has moved its agricultural chemicals advertising account to Geer, DuBois from HBM/Creamer, both New York. The assignment includes Basagran and Poast herbicides, and reportedly is worth more than $5 million. It is Geer, DuBois' first agricultural account.

(Continued on Page 8)

CREATIVE WORKSHOP

GF exec: Leader is creative key

NEW YORK—The difference between organizations that know how to develop creativity and those that don't boils down to leadership, Philip Smith, president, General Foods, told more than 1,000 attendees at the ADVERTISING AGE 27th annual Creative Workshop today.

"Leadership is the catalyst needed to transform talent into results," said Mr. Smith, delivering the keynote address that leads off three days of sessions on all phases of advertising and marketing.

The record attendance at the New York Hilton for the Creative Workshop includes participants from 46 states and 37 countries.

To illustrate "the fundamental importance of leadership," he cited Chrysler Corp. "Lee Iacocca has turned this company around. Few environmental factors have changed significantly since Chrysler was on the brink of bankruptcy...But what they have now is the vision and the commitment of one man—the leader at the top."

Mr. Smith said he disagrees with those who believe leadership is an innate quality. As in athletics, some have more innate abilities, he said, but, like athletic prowess, leadership can be taught. He recalled when he went through leadership training in the Marines, "The

(Continued on Page 74)

Gillette's razor, pen target Bic

By GAY JERVEY

Gillette Co. is flexing its new-products muscle again. The Boston-based company's safety razor division is putting the finishing touches on a new, state-of-the-art shaving system due next year, while its Paper Mate division is gearing up to confront Bic Corp. with a new disposable Accu-Point roller pen.

Given inroads by Bic, Milford, Conn., analysts maintain that Gillette is long overdue with a new generation of shaving products needed to ensure dominance in the $700 million retail shaving market.

Although Gillette will not com-

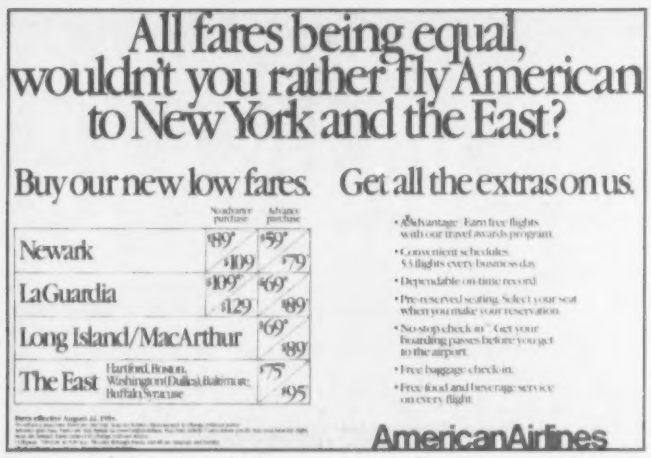
(Continued on Page 74)

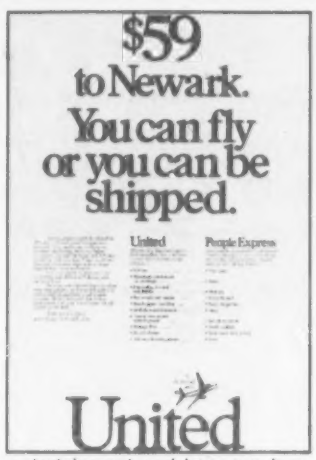
NEWSPAPER

Big Mac attacking

AA
DC20014CONGL I FMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

BEST AVAILABLE COPY


All fares being equal, wouldn't you rather fly American to New York and the East?
Buy our new low fares.
Get all the extras on us.
Newark
LaGuardia
Long Island/MacArthur
The East
Hartford, Boston, Washington (Dulles), Baltimore, Buffalo, Syracuse
$109
$129
$75
$95
• AAdvantage. Earn free flights with our travel awards program.
• Convenient schedules. 55 flights every business day.
• Dependable on-time record.
• Pre-reserved seating. Select your seat when you make your reservation.
• No-stop check-in. Get your boarding passes before you get to the airport.
• Free baggage check-in.
• Free food and beverage service on every flight.
AmericanAirlines



United and American Airlines replied to People Express' fare cuts with print and radio ads on reserved seats; free meals, entertainment and baggage handling, and frequency incentives.

Eager People Express now taking on Eastern

By SCOTT HUME

Having flapped its wings at United and American Airlines, feisty People Express last week turned its sights on another giant carrier—Eastern Air Lines.

The cut-rate carrier announced that, beginning Sept. 5, it will fly four nonstop round trips daily between its Newark base and Miami. It set fares at $79 off-peak and $99 for peak midday flights.

In addition, the airline announced on the same day that it was launching seven daily nonstops from Newark to Detroit, priced at $45 off-peak, $65 peak.

The Miami link moves People into Eastern's headquarters city, from which Eastern flies four daily nonstops to Newark and six to New York's LaGuardia Airport. An Eastern spokesman said the company had no immediate comment on People's plans and nothing to announce, but observers speculated that Eastern would match—with restrictions—People's fares on some of its Newark-bound flights.

A spokesman for Trans World Airlines said it has no immediate plans to lower fares on its one daily trip between Miami and New York's Kennedy Airport.

United, meanwhile, announced additional cuts in response to People's Chicago-to-Newark route, set to begin this week (AA, Aug. 13). The Chicago-based carrier said that beginning Aug. 22 it will implement lower fares between Chicago and Baltimore; Boston; Buffalo; Burlington, Vt.; Hartford; Norfolk, Va.; Portland, Me.; Syracuse, N.Y., and Washington.

Both United and American Airlines broke print and radio campaigns in Chicago and the New York area last week aimed at countering People's inaugural flights between Chicago and Newark. The ads stressed the carriers' level of service.

Advertising announcing People's addition of the Miami and Detroit routes breaks today in Chicago and the airline's "out markets" (cities such as Boston, Baltimore and Washington now linked to Detroit and Miami with Newark stopovers). Introductory advertising broke Aug. 17 in Detroit and Miami. Plapler & Associates, New York, is People's agency.#

P&G tie-in seen

New IBM entry wrings market

By BRIAN MORAN

IBM's bold new moves in the personal-computer market have put a squeeze on the company's two bread-and-butter offerings, the PC and the PC XT, casting those popular machines into limbo.

The company's introduction last week of the multi-user PC AT and the unveiling of a greatly upgraded PCjr (AA, Aug. 2) threaten to cannibalize sales of both the industry-leading PC and the high-powered PC XT, analysts say.

These market adjustments came as reports surfaced that IBM is preparing to run a sweepstakes promotion with the IBM of the consumer products industry—Procter & Gamble. The promotion reportedly will center on a giveaway of 750 PCjr and 250 PC machines.

Whatever effect this sweepstakes has on sales, there can be no denying that IBM's latest moves will have a strong impact on the market, as well as its own products.

For instance, the newest entry could boost sales of the PCjr, but hardware enhancements on that model have made it more attractive to the business market, until now the domain of the higher-price PC. Some analysts suggest IBM may have gone too far in its effort to beef up the troubled PCjr.

And the added memory storage capacity and multi-user features of the top-of-the-line AT threaten the XT with extinction. While analysts and dealers generally have applauded the improvements, they are wondering what, if anything, IBM will do with its present mainstays.

PC and XT "will probably fade from sight within a year or two,"

(Continued on Page 76)

Talk of shakeout clutters insert field

By WILLIAM GLOEDE

Producers of coupon-bearing, freestanding inserts are agonizing that the five-year boom they've been riding is beginning to strangle on its own success.

The inserts that tumble from Sunday newspapers every week—testimony to the medium's popularity with advertisers—have created their own nightmare: Clutter.

"It's getting staggering," said Jim Widmann, president of George F. Valassis & Co., Farmington Hills, Mich., producer of Impact Inserts, the largest of the three Sunday fsi companies. "There are, in fact, too many suppliers offering too many dates."

Over-all coupon redemption rates are showing the first signs of a falling off, say experts at such major coupon users as General Foods Corp. and Ralston-Purina Co.

Advertisers still seem to be hesitant to hang that problem on the freestanding-insert segment of the coupon-delivery network. But the fsi executives have the jitters.

That breeds "shakeout" talk—if not in the number of fsi producers, then in the number of couponing dates being offered.

"Fsis, in general, could get to the point where they overpopulate

(Continued on Page 76)

Highlights

Chevrolet's role in the reorganized General Motors Corp. is to focus marketing efforts on a few core vehicles. *See Page 10.*

Elizabeth Harrington's appointment as president-chief operating officer and a principal at Don Tennant Co. comes while the agency is seriously talking merger. *See Page 14.*

James Henderson, chairman-chief executive officer of Henderson Advertising, Greenville, S.C., is promoted by Bart Cummings in another of the Benevolent Dictator series. *See Page 34.*

Quality Inns International is breaking ads in two test markets this week, while franchise owners are growing restive about the company's lack of national visibility. *See Page 39.*

September's *Vanity Fair* will carry more ad pages than the monthly has attracted in nearly a year, but that number still is fewer than the publisher's ambitious goal. *See Page 40.*

Bicycle enthusiasts are pouring into shops by the dozens, clamoring for the same Huffy-Raleigh bike that Olympic gold-medal cyclist Steve Hegg used. However, consumers may have a long wait for the bike. *See Page 77.*

CORPORATE CLOSEUP

The Marriott family is bringing its devotion to quality to bear on two new enterprises. *See Page 4.*

INTERNATIONAL

Burger King Corp. is in an aggressive campaign designed to meet McDonald's Corp. head-on in Europe and the Pacific. *See Page 44.*

The Thai government is taking Colgate-Palmolive Co. to court in what may be the first move to crack down on advertising spending in Thailand. *See Page 44.*

Italian wine marketers are experimenting with new marketing methods to recover from a surge in popularity of beer, soft drinks and mineral water that has flattened wine sales in Italy. *See Page 46.*

COMING THURSDAY

SPECIAL REPORT

Affluent consumers are a growing but elusive target for marketers. They are too busy to sit still and be sold, so marketers must find ways to reach them.

REGULAR FEATURES

ADVERTISING MARKETPLACE	63	PRESSTIME	8
AGENCY PEOPLE	66	REGIONAL NEWS	56
BRADY'S BUNCH	52	VIDEOTECH UPDATE	50
BUSINESS-TO-BUSINESS	68	WORLD NEWS ROUNDUP	3
CON-SID-ERATIONS	18		
CORRECTIONS & CLARIFICATIONS	6		
EDITORIAL	18		
FOR THE RECORD	71		
FORUM	20		
LETTERS	24		
OBITUARIES	4, 62		
PHOTO REVIEW	28		

FIGURES TO FILE

ADVERTISING PAGES IN AUGUST CONSUMER PUBLICATIONS	69
NEWSPAPER ADVERTISING EXPENDITURES FOR MAY, 1984	66

Vol. 55, No. 52—ADVERTISING AGE (ISSN 0001-8899) is published twice weekly except three times a week the last week in March, the second week in September and except once a week the third week in November, the third week in December, the fourth week in December at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48013. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691.
$1.25 a copy, $52 a year, $95 two years. Add $99 per year for air delivery to Europe & Middle East. Add $31 for surface mail to all other foreign countries. WILLIAM STRONG, vp-circulation; ROGER DI GREGORIO, fulfillment director; HEIDI SCHULTZ, senior circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to circulation department, Advertising Age, 740 Rush St., Chicago, Ill. 60611 (312) 649-5200.

CTAM told: Expand cable-vcr marketing

By SUSAN SPILLMAN

NEW YORK—Attention owners of videocassette recorders: Don't you know there's more for you to record on cable tv?

That message should become the cornerstone of cable operators' marketing and services strategy, according to a group of entertainment and cable industry executives speaking at the Cable Television Administration & Marketing Society's annual conference here last week.

The 1,200 cable officials attending CTAM were urged to promote the far greater amount of programing available for home taping, as well as to provide home delivery of prerecorded videocassette rentals and to offer vcr-related subscription promotions.

"You're not in the cable business, you're in the home entertainment business. And unless you find every way to satisfy all your subscribers' needs, they'll leave you for greener pastures," said Robert Klingensmith, senior vp-video distribution for Paramount Pictures, Los Angeles.

Mr. Klingensmith encouraged cable operators to use their installation trucks to deliver videocassettes at night when the trucks aren't otherwise in use. He also suggested that systems tie-in with local video retailers and promote each other's products.

Charlie Townsend, vp-marketing at United Cable, Denver, added that cable systems should advertise that they offer vcr owners a wealth of programing to tape.

"There are 80 movies and specials on Showtime and Home Box Office in a given month," said Mr. Townsend. "A person with a vcr has access to all of it because he can tape it and play it later. Anybody

(Continued on Page 76)

BEST AVAILABLE COPY

AGENCY PEOPLE

O'Connor new Marschalk chairman

WARREN, MICH.—Richard O'Connor will succeed Thomas Adams as chairman of Marschalk Campbell-Ewald Worldwide.

Mr. O'Connor currently is vice-chairman and chief executive officer at the agency, a subsidiary of Interpublic Group of Cos., New York. Mr. Adams, who will be 65 next month, retires on Sept. 28, and Mr. O'Connor takes the helm on Oct. 1. He will retain his chief executive officer title.

Paul John, vice-chairman-chief executive officer at the agency's Campbell-Ewald subsidiary, will assume Mr. Adams' other title as chairman of that shop. Mr. John's new assignment also takes effect Oct. 1. He will report to Mr. O'Connor.

The agency will retain Mr. Adams as a consultant for its General Motors accounts. His retirement ends a 39-year career at the agency, including more than 25 years as president or chairman of Campbell-Ewald.

Although closely associated with GM's Chevrolet division, the world's largest single account, Mr. Adams was instrumental in diversifying C-E.

He is a past chairman of the American Assn. of Advertising Agencies and the Advertising Council and past president of Detroit's Adcraft Club, the world's largest advertising club.

Interpublic chairman Philip H. Geier Jr., in praising Mr. Adams, noted, "Not so incidentally, the Campbell-Ewald agency was billing $81 million when Mr. Adams became president in 1958. In 1983, the billings for C-E alone were over $420 million and Marschalk Campbell-Ewald Worldwide's were almost $900 million."

Besides C-E, Marschalk Campbell-Ewald Worldwide also consists of the Marschalk Co. division, New York, and the Clinton E. Frank Advertising subsidiary, Chicago.

Other people moving:

Thomas Heiby to president, Byer & Bowman Advertising, Columbus, O., from exec vp-secretary/treasurer. He succeeds **John Bowman**, who retired but will remain a board member and consultant to the agency.

Robert Aurin to senior vp-creative director for the Amoco Oil account, a new post at D'Arcy MacManus Masius, Chicago, from president, Robert Aurin Associates.

Mitchell Sherman to vp-management director, Foote, Cone & Belding, New York, from vp-account supervisor, Cunningham & Walsh. Also, **James Bernegger** to vp-management director, from management director, FCB/-Los Angeles.

Edward Agne to vp-corporate relations, a new post at Manning, Selvage & Lee, New York, from a similar post at Booke Communications.

Norman Kosarin to design director, Kosarin Design Group, a newly formed subsidiary of Grey Advertising, New York, from president, Norman Kosarin Associates.

Susan Radden to vp-program exchange, a new post at Dancer Fitzgerald Sample, New York, from program exchange director.

Al Gerstein to senior vp-copy/creative planning, Lavey/Wolff/Swift, New York, from senior vp, Kallir, Philips, Ross. He replaces **Robert Levine**, who left.

Beth Baynum to account exec-hotel, travel and resort division, Spiro & Associates, Philadelphia, from account exec, Lewis, Gilman & Kynett.

Phil LaBorie to senior vp-creative director, Davidoff & Partners, Fairfield, Conn., from vp-group creative director, J. Walter Thompson Co., Toronto. Also at D&P: **John Maxim** to senior vp-marketing and business development from vp-marketing services.

Richard Goldman to vp-media/marketing services, Ryder & Schild Advertising, Miami, from media director. Also at the agency: **Pam Pujals** to assistant vp-media director from associate media director, and **Gloria Schmall** to assistant vp-production director from product manager.

Skip Hurley to senior vp-graphic services, MED Communications, Woodbridge, N.J., from vp-graphic services. Also at MED: **Martha Cox** and **Susan Cathcart** to associate creative directors from copy supervisors-creative services; **Michael Seife** to associate creative director from creative director, Thomas G. Ferguson Inc., Parsippany, N.J.; **George Schmidt** to associate creative director from executive art director; **Warren McLeod** to associate creative director from president-owner, Mountain Grafix, Summit, N.J., and **Patricia Plonski** to account supervisor from senior product manager, Chicopee division, Johnson & Johnson Products, New Brunswick, N.J.#

Newspaper ads jump since 1983

NEW YORK—Advertiser investments in daily newspapers increased in 10 of 16 measured categories in May, compared with May, 1983, according to the ADVERTISING AGE Flash Report of newspaper spending.

The soaps, cleansers & polishes category led in percentage increase, with a jump of 173.6% to $182,728. The department store category led in dollar volume increase, with a 5.5% jump to $74.5 million.

Other categories with substantial increases include food stores, up 7.1% to $24.6 million; alcoholic beverages, up 24.2% to $3.3 million; radio-tv-phonographs and records, up 18.8% to nearly $13.5 million, and publishing and media, up 27.9% to $14.5 million.

Ad spending by airlines increased 5.8% to $13.1 million, and new car ad spending increased 8.6% to nearly $11.3 million.

Losing categories included cigarets, down 30.8% to $4.5 million; sporting and leisure time equipment, down 54.6% to $706,239; headache remedies and sedatives, down 94.3% to $4,471; cameras, photo supplies and services, down 18.3% to $868,435, and cosmetics, makeup and manicure products, down 46.8% to $111,593.

There were mixed results in the beverage category, with coffee and tea up 84.7% to $264,185, and soft drinks, diet and nondiet, down 17.7% to $597,821.

The ADVERTISING AGE Flash Report is based on reports from Media Records, based on linage measurements in major market newspapers.#

FLASH REPORT: Newspaper advertising investment for May

May 1984 CATEGORIES	YEAR	DOLLARS 1984	DOLLARS 1983	CHANGE ACTUAL $ G OR L	CHANGE % G OR L
Department stores	1984	$74,498,6[illegible]5	$70,648,120	+3,850,526	+5.5
	1983				
Food stores	1984	24,662,797	23,024,893	+1,637,904	+7.1
	1983				
Radio, tv, phonographs, records	1984	13,475,510	11,346,438	+2,129,072	+18.8
	1983				
Alcoholic beverages	1984	3,305,182	2,661,195	+643,987	+24.2
	1983				
Cameras, photo supplies & services	1984	868,435	063,540	−195,105	−18.3
	1983				
Beverages: coffee and tea	1984	264,185	143,020	+121,165	+84.7
	1983				
Beverages: soft drinks, diet/non diet	1984	597,821	725,009	−128,188	−17.7
	1983				
Soaps, cleansers & polishes	1984	182,728	66,788	+115,940	+173.6
	1983				
Cold, cough & sinus remedies	1984	7,980	7,091	+889	+12.5
	1983				
Headache remedies & sedatives	1984	4,471	77,923	−73,452	−94.3
	1983				
Publishing & media	1984	14,508,853	11,339,661	+3,169,192	+27.9
	1983				
Sporting & Leisure time equipment	1984	706,239	1,555,262	−849,023	−54.6
	1983				
Cigarettes	1984	4,497,181	6,501,583	−2,004,402	−30.8
	1983				
Cosmetics, makeup & manicure products	1984	111,593	209,836	−98,243	−46.8
	1983				
Airlines	1984	13,143,722	12,418,707	+725,015	+5.8
	1983				
Passenger cars-new	1984	11,281,392	10,373,201	+908,191	+8.6
	1983				

This Flash Report of newspaper advertiser investment, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 35 dailies and 24 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Charlotte, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown.#

Source: Media Records Inc.

THE ADVERTISING MARKET PLACE

PRODUCT MANAGER CONSUMER PRODUCTS

If you have a minimum of 1-4 years of strong consumer products marketing experience, we are looking for you. As a rapidly expanding, international company with nationally advertised products, we are seeking the right person to help continue our strong growth record.

Experience should include all phases of consumer marketing with products distributed through grocery, drug, hardware, housewares, or mass merchandise outlets.

An orientation to results and growth is a must, an entrepreneurial spirit will help immensely. MBA preferred but not required given relevent experience.

If you think that you are ready for a real challenge this position is for you. Send resume including current earnings, in confidence, to:

Box 9994, ADVERTISING AGE
740 Rush St., Chicago, Ill. 60611

An Equal Opportunity Employer M/F

TOBY CLARK ASSOCIATES, INC.
155 E. 55 ST.
NEW YORK, NY 10022
(212) 752-5670
Executive Recruitment in Advertising Public Relations & Marketing

Account Representative position for Industrial and Corp. communications productions. Marketing experience required. Good benefits; EEO. Send resume, with references to: TMP, Inc., 3210 W. Westlake Ave., Glenview IL 60025.

WANT TO BUY Yellow Page Agency

We would like to purchase for cash a Yellow Page Agency or advertising agency Yellow Page Dept. Write in confidence to: GH&L, c/o P. McCarthy, P.O. Box 780, Radio City Station, NY, NY 10101

NEWSPAPER AD SALES ACCOUNT REPRESENTATIVE

Leading newspaper rep firm is looking for skilled sales person with experience in our field. Growth opportunities, bonus plan, benefits included. Please send resume in confidence to:
Box 9964, ADVERTISING AGE
740 Rush St., Chicago, IL. 60611

MARKETING RESEARCH PROMOTION ADVERTISING MEDIA

Consumer Packaged Goods

Confidential Professional Placement For Over 50 Years

SMITH'S PERSONNEL
1500 BROADWAY, NEW YORK, N.Y. 10036
Bernard Kallman, CPC, Dir. of Marketing
212-354-0100

Space Sales

WE SPEAK YOUR LANGUAGE with staff members from your industry! NATIONWIDE opptties for Mgmt & Sales positions for magazines & newspapers. Confidentiality assured. Please contact ELSA ROSS
GARDNER PERSONNEL ASSOC
300 Madison Ave., NY, NY 10017
(212) 687-6616
(312) 781-0043

MAGAZINE PROMOTION

WORKING WOMAN seeks a highly motivated individual to oversee all aspects of the magazine's promotion. Responsibilities include developing ad sales presentations, brochures, merchandising letters, etc. Person should be a creative, well-organized individual who thrives in a fast-paced environment. Strong writing skills are a must. Send resume and salary requirements to Dept. MK, WORKING WOMAN, 342 Madison Avenue, New York, NY 10173.

PRODUCTION MANAGER (Report to President)

Small, point-of-purchase advertising firm desires production manager with "concept to completion" background. Experience with 4-color, purchasing and litho/screening required. Looking for independent, results-oriented individual. Call our rep, Linda at 312-332-6901 for further information regarding benefits and total compensation package.

Consumer Magazine Ad Linage

Advertising pages for U.S., Canadian and foreign consumer publications

	Current month 1984	Current month 1983	Year-to-date 1984	Year-to-date 1983
— Art & Antiques —				
American Artist	52.2	51.1	548.4	542.7
Antiques	110.2	76.3	1,116.6	975.9
Art in America	76.5	72.9	863.0	737.5
Plate World (6X)	—	—	282.0	338.0
Southwest Art	58.7	60.0	635.0	625.7
Total Group	**297.6**	**260.3**	**3,445.0**	**3,189.8**
% change		+14.3%		+8.0
— Auto/cycle/rec. vehicles —				
AutoWeek	126.5	129.7	1,045.8	1,009.3
Car & Driver	74.1	70.6	727.7	711.4
Car Collector & Car Classics	17.9	22.6	154.6	169.1
Car Craft	70.2	55.9	587.9	595.5
Cycle	34.9	44.3	386.3	546.4
Cycle Guide	27.2	29.4	348.4	383.0
Cycle World	34.7	32.6	454.4	474.0
Dune Buggies & Hot VWs	85.1	80.1	652.2	537.1
Family Motor Coaching	138.4	110.4	1,180.5	935.8
4 Wheel & Offroad	74.4	62.2	591.8	513.1
Four Wheeler	91.0	45.8	606.3	313.8
Hot Rod	56.4	41.5	493.2	464.8
Motorcyclist	27.9	25.6	308.8	342.5
Motor Trend	56.0	54.9	510.9	509.9
Pickup, Van & 4 WD	35.5	31.3	245.5	267.8
Road & Track	101.2	95.3	814.7	779.2
3 Wheeling	31.2	26.3	241.4	207.8
Total Group	**1,082.6**	**958.5**	**9,350.4**	**8,760.5**
% change		+12.9%		+6.7%
— Boating & yachting —				
Boating	87.3	83.0	1,133.1	923.5
Chesapeake Bay	25.3	24.3	220.8	217.3
Cruising World	106.9	108.4	1,091.0	1,052.8
Lakeland Boating	66.8	42.4	477.8	390.8
Motor Boating & Sailing	125.2	117.1	1,305.3	1,125.7
Sail	140.1	125.8	1,112.0	943.0
Sea & Pacific Skipper	52.8	57.9	476.1	558.5
Small Boat Journal (6X)	34.8	32.5	174.6	158.6
Trailer Boats	22.1	14.8	293.4	199.4
Western Boatman (6X)	—	—	102.2	75.0
Yachting	145.2	125.2	1,367.3	1,194.0
Total Group	**806.5**	**731.4**	**7,753.6**	**6,838.6**
% change		+10.3%		+13.4%
— Canadian —				
L'Actualite	39.8	30.3	477.2	363.3
Chatelaine:				
English Edition A.	61.8	60.9	729.6	645.4
French Edition	56.7	49.8	611.2	575.2
City Woman (5X)	—	—	116.7	96.1
Equinox	—	—	156.3	149.3
Financial Post Magazine A.	15.0	20.8	317.9	236.8
Flare A.	44.3	47.3	389.1	347.9
Homemaker's Magazine	—	—	432.4	505.4
Madam Au Foyer	—	—	402.4	395.8
Macleans A. (52X)	67.9	59.8	885.6	695.5
Montreal Calendar	22.6	23.8	324.9	152.1
Montreal Ce Mois C.	29.0	29.0	344.5	192.7
Quest Magazine (8X) A.	—	—	123.2	210.2
Reader's Digest:				
Canadian-English A.	95.2	77.0	515.9	464.3
Canadian-French A.	74.9	63.4	448.5	421.8
Toronto Life	54.3	61.1	643.4	610.8
Vancouver	62.5	69.9	505.6	537.6
Total Group	**624.0**	**593.1**	**7,422.4**	**6,600.2**
% change		+5.2%		+12.5%
— Civic/fraternal —				
American Legion	19.2	23.6	193.5	222.0
Elks Magazine (10X)	17.4	20.4	157.6	177.9
Kiwanis Magazine	15.5	14.2	88.5	102.4
Lion (10X)	5.3	9.0	44.5	38.4
Moose Magazine	—	—	144.0	155.0
Rotarian	8.2	13.8	90.3	93.2
V.F.W. (10X)	23.5	27.2	215.0	224.0
Total Group	**89.1**	**108.2**	**933.4**	**1,012.9**
% change		−17.7%		−7.8%
— Comics —				
Archie Comic Group (6X)	10.0	10.0	40.0	40.0
DC Comics	5.5	7.0	60.0	63.5
Marvel Comics Group	8.0	10.0	74.0	83.8
Total Group	**23.5**	**27.0**	**174.0**	**187.3**
% change		−13.0%		−7.1%
— General —				
American Health (10X)	—	—	237.3	157.9
American West (6X)	38.7	19.8	130.8	127.2
The Atlantic A.	34.8	35.2	349.1	295.5
Audubon Magazine (6X)	—	—	104.4	143.4
Bon Appetit A.	69.8	62.6	623.5	569.7
Changing Times	30.7	33.5	335.2	315.8
Cuisine Magazine	38.2	28.9	378.3	266.8
Ebony	101.7	102.0	709.3	701.6
Fifty Plus	21.2	18.2	268.2	196.5
Food & Wine	30.8	34.0	275.0	266.7
Games	16.6	26.0	165.5	217.4
Geo	20.9	16.7	257.8	200.0
Gourmet	53.3	48.4	575.4	515.3
Home Entertainment (6X)	33.0	31.7	149.1	109.6
Harper's Magazine A.	20.3	19.7	186.9	133.0
Life	44.4	42.0	470.2	442.2
Modern Maturity (6X)	33.2	37.6	159.9	155.3
Money	82.7	81.9	942.0	836.9
Moneysworth (4X)	—	—	40.0	51.8
Mother Earth News (6X)	47.9	52.4	208.7	248.9
Mother Jones	20.5	13.8	117.7	103.1
National Geographic	16.7	10.9	191.1	178.9
Prevention	65.6	66.2	553.7	597.5
Psychology Today	22.4	22.0	190.9	207.7
Reader's Digest A.	71.9	46.0	657.0	607.5
Saturday Evening Post (9X)	32.4	32.8	169.7	205.1
Signature	30.6	39.6	418.7	416.5
Smithsonian	57.9	55.4	633.2	531.6
Success	27.4	35.2	263.9	271.5
Town & Country	99.7	109.0	1,007.3	948.6
Travel/Holiday	24.9	28.8	357.3	324.9
Travel & Leisure	50.7	52.5	823.2	672.7
Vanity Fair	18.2	22.2	166.8	343.5
Video	93.3	57.7	538.4	485.4
Video Review	43.2	60.5	380.2	500.6
Write's Digest	20.1	20.3	191.9	196.2
Yankee	66.0	70.2	601.9	629.2
Total Group	**1,476.9**	**1,433.7**	**13,829.5**	**13,172.0**
% change		+3.0%		+5.0%
— Home —				
Americana (6X)	—	—	144.6	132.1
Architectural Digest A.	85.3	68.9	973.1	903.0
Better Homes & Gardens	85.0	82.4	879.1	806.3
Colonial Homes (6X)	51.1	45.5	257.6	233.8
Country Journal	22.0	27.9	253.4	286.6
Country Living	55.7	46.6	497.3	373.7
Dallas/Ft. Worth Home & Garden	68.7	65.7	565.1	523.7
Early American Life (6X)	19.6	27.1	110.3	101.3
Family Food Garden (2X)	—	—	153.0	227.2
Family Handyman (10X) A.	—	—	479.8	422.5
Flower & Garden (6X)	25.2	32.6	155.1	164.2
Home	46.3	32.2	426.6	274.9
The Homeowner (6X)	—	—	125.6	77.3
House Beautiful	73.1	63.8	699.1	624.2
House & Garden	49.7	37.2	625.2	458.9
Houston Home/Garden	81.0	91.6	787.2	766.4
Metropolitan Home	45.2	37.9	498.3	422.3
New Shelter (9X)	—	—	283.8	275.4
1001 Home Ideas	38.1	29.1	297.8	235.1
Organic Gardening	50.9	46.7	532.9	573.5
Phoenix Home/Garden	53.0	37.0	435.8	344.3
San Diego Home/Garden	76.4	69.7	554.7	533.8
Southern Accents (6X)	—	80.3	284.1	231.4
Southern Living	91.1	83.0	1,043.6	972.6
Sunset Magazine A.	97.9	93.8	1,091.7	1,058.9
Texas Homes	70.0	49.5	644.2	546.1
Workbench (6X)	—	—	235.3	245.3
Total Group	**1,185.3**	**1,148.5**	**13,034.3**	**11,814.8**
% change		+3.2%		+10.3%
— In-flight & other passenger —				
Aboard Group (7) (4X)	—	—	64.4	53.6
Alaska Jetfest	67.8	54.4	405.2	362.2
American Way	74.9	70.7	785.4	691.1
East/West Network:				
Amtrak Express	27.8	36.3	274.5	320.3
Continental	43.7	54.0	493.9	490.5
Eastern Review	95.5	78.7	913.4	768.1
Ozark	36.8	39.5	371.0	351.6
PSA Magazine	120.7	84.9	813.7	668.6
Pan Am Clipper	58.7	40.3	486.3	325.1
Republic Scene	48.5	51.2	478.4	421.6
United	125.3	80.3	906.8	711.3
USAir	42.8	52.5	479.5	464.3
Western's World	90.3	58.3	546.0	464.1
Halsey Publications:				
Air Cal	44.1	38.0	375.8	297.8
Braniff	21.3	—	135.2	—
Delta Sky	59.9	59.5	593.4	497.7
Frontier	24.0	31.1	248.8	277.0
Northwest Orient	33.7	37.3	249.6	275.2
Skylite	15.3	20.5	153.0	139.0
TWA Ambassador	55.9	53.4	481.4	397.8
Hawaii	22.0	18.8	173.9	139.0
Pace (6X)	—	—	—	—
Southwest Airlines	96.3	87.5	733.9	774.4
Spirit of Aloha	22.8	19.3	177.5	127.0
Total Group	**1,228.1**	**1,066.5**	**10,341.0**	**9,017.6**
% change		+15.2%		+14.7%
— Men's —				
Esquire A.	—	—	—	—
Firehouse Magazine	31.3	32.1	411.5	397.9
Gentlemen's Quarterly A.	—	—	—	—
Penthouse A.	41.8	53.5	382.2	480.3
Playboy A.	60.9	69.5	559.1	655.6
Total Group	**134.0**	**155.1**	**1,352.8**	**1,513.8**
% change		−13.6%		−10.6%
— Metropolitan —				
Aloha (6X)	37.2	24.0	116.2	100.0
Atlanta	55.5	54.2	439.4	405.3
Baltimore	61.4	60.9	465.0	454.1
Boston	154.9	135.0	1,078.3	999.7
California	59.2	56.4	473.9	467.0
Charlotte (10X)	18.0	19.3	115.6	149.3
Chicago	116.4	113.6	1,003.2	1,016.6
Chicago's North Shore	77.8	76.5	645.8	622.9
Cincinnati	47.0	37.7	388.2	396.1
Cleveland	79.3	60.9	586.2	540.6
Coast (38X)	394.8	346.6	2,455.2	2,410.8
Columbus Monthly	83.0	84.4	529.0	528.9
Commonwealth	—	—	—	—
Connecticut	95.3	90.3	641.8	565.2
Country Magazine	38.8	23.2	309.8	217.4
D/Magazine, Dallas/Ft. Worth	118.3	105.0	946.5	851.0
Denver	35.2	24.0	255.8	220.3
Exclusively Yours, Wisconsin (15X)	61.9	59.1	508.9	505.5
Grand Rapids	39.3	46.7	408.6	372.3
Gulfshore Life (10X)	31.1	33.7	507.4	406.7
Honolulu	61.5	62.5	465.1	549.2
Houston City	76.4	76.9	639.7	539.1
Indianapolis	28.4	27.7	334.5	320.2
Kansas City	36.2	26.8	257.8	229.5
Los Angeles	323.0	251.0	1,641.0	1,458.5
Louisiana Life (6X)	—	—	296.8	266.1
Madison	51.0	49.0	371.0	351.0
Metropolitan Detroit	54.1	—	386.1	—
Miami/South Florida	60.3	70.9	693.2	669.7
Milwaukee	47.1	28.4	317.2	121.5
Minneapolis/St. Paul	83.7	77.8	711.5	581.6
Monthly Detroit	55.5	32.8	481.2	425.3
New Jersey Monthly	59.9	56.5	425.2	401.3
New Mexico	41.5	26.8	278.8	172.2
Ohio	45.4	47.5	442.1	356.6
Orlando	92.7	79.5	687.2	596.1
Palm Beach Life	41.5	35.1	580.1	538.5
Palm Springs Life	39.8	41.2	831.2	798.3
Philadelphia	118.7	127.9	966.3	953.3
Phoenix	130.1	108.4	703.0	594.6
Pittsburgh	59.6	50.1	479.9	443.8
St. Louis	52.5	50.0	459.5	422.0
San Diego	162.7	134.1	1,167.9	1,047.7
San Francisco	82.7	67.9	557.2	467.7
San Francisco Focus	53.2	439.7	36.8	334.8
The Virginian (6X)	—	—	188.5	139.5
Tampa Bay Monthly	32.0	43.0	368.6	136.2
Texas Monthly	127.5	107.9	986.4	873.8
Twin Cities	61.7	48.8	511.3	391.0
Ultra Magazine	74.6	66.9	618.7	467.2
The Washingtonian	142.0	132.0	1,115.5	1,052.2
Total Group	**3,933.2**	**3,861.8**	**30,254.1**	**26,987.3**
% change		+1.8%		+12.1%
— Music/entertainment —				
American Film (10X)	—	—	—	—
Audio	63.4	57.0	485.6	399.1
Circus Magazine	—	—	—	—
Dance Magazine	45.2	45.7	499.9	497.2
Musician	57.0	51.3	490.1	499.4
Playbill	45.2	43.7	449.0	394.1
Record	23.4	7.4	180.3	68.7
Stereo Review	37.0	49.0	344.4	384.6
Total Group	**271.2**	**254.1**	**2,449.3**	**2,243.1**
% change		+6.7%		+9.2%
— Movie/romance/radio/tv —				
Macfadden's Women's Group:				
Modern Romances	21.7	26.8	193.6	210.2
Secrets	21.7	26.8	193.6	210.2
True Confessions	21.7	26.8	193.6	210.2
True Experience	61.5	56.6	455.2	452.4
True Love	21.7	26.8	193.6	210.2
True Romance	21.7	26.8	193.6	210.2
Sterling Women's Group				
Daytime TV	28.5	30.2	223.0	242.5
Modern Screen	19.5	29.2	81.0	149.9
Movie Mirror (6X)	20.5	—	82.0	151.7
Soap Opera Stars	16.5	—	89.5	171.0
TV Movie Screen (6X)	5.0	—	15.0	126.6
TV Picture Life (6X)	5.0	28.2	87.0	57.5
Teen Bag (6X)	5.5	9.5	42.5	28.9
Total Group	**270.5**	**287.7**	**2,043.2**	**2,401.5**
% change		−6.0%		−14.9%
— Newspaper, Sun. magazines —				
Family Weekly A.	59.6	57.9	475.5	572.7
Parade	49.0	61.1	417.5	527.8
Total Group	**108.6**	**119.0**	**893.0**	**1,100.5**
% change		−8.7%		−18.9%
— Outdoor & sport —				
Alaska	34.5	43.7	327.4	325.2
The American Handgunner (6X)	—	—	154.6	154.7
American Hunter	27.1	23.6	141.6	135.2
American Rifleman	38.7	38.6	215.4	215.4
Backpacker (6X)	—	—	172.8	204.7
Bass Master (8X) A.	—	—	349.8	338.5
Bicycling (9X)	95.6	92.2	762.9	732.2
Field & Stream	61.8	53.6	687.4	721.7
Fins & Feathers A.	26.3	25.8	370.0	335.2
Fishing World (6X)	—	—	190.9	190.8
Flying	57.0	43.3	362.9	328.2
Fur-Fish-Game	16.9	20.4	169.5	163.7
Golf Digest	62.7	68.8	761.1	730.4
Golf Magazine	36.4	31.7	639.8	567.2
Guns	27.7	28.6	219.7	213.1
Guns & Ammo	41.1	50.3	378.6	382.8
Muscle & Fitness	117.0	109.0	870.0	827.0
Outdoor Life	59.2	52.6	629.0	592.5

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.
A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. * All affiliated with Sunday Mag/Net, except Los Angeles Times Home Magazine and New York Times Magazine.

(Continued on Page 70)